

CLARIFYING THE MEANING OF CUSTOMER-CENTRIC



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Solidifying the identity of the customer in a B2B product company.

When you make a product that is specified, bought by, and then used by different organizations on the way to the consumer

– who exactly is the customer?

How does R&D factor in the variety of needs, interests, and preferences beyond gathering and listing them? How do they create a view that is shared by marketing, sales, manufacturing, and finance?

The R&D leadership team wanted to be clear about the answer to these questions as they saw the market and their competition changing event.

AO's use has revealed that few teams who set out to plan a future state are highly aligned around their current state. This R&D group exemplified that dynamic, with alignment around only 20% of the opinions describing their current state.

This insight enabled them to pinpoint the 14 misaligned factors they needed to translate into accurate, verified assumptions to ground their future state principles and behaviors.

Which mechanisms for gathering customer insight work best? How well did third-parties represent the customer's

CONSULTANT SERVICES:

Consultative: Creating a pathway in achieving your results with your business members input and employee observations of what is key for the benefit of your clients.

Advisory: Bringing diverse perspectives from unrelated industry operations and processes in seeking new opportunities in efficiencies.

Collaborative: Alignment optimizations delivers on a full spectrum of progressively engaging and impacting methodologies that deliver the results you and your clients expect.

KEYNOTE SPEAKER/WORKSHOPS

TRAINING & FACILITATION

COACHING & MENTORING

STAY CONNECTED



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Aligning Performance Improvement w/Corporate Strategy